

Case For: Magazines

Meeting of the Minds

Business-to-business magazines are a standing appointment for executive decision makers, from aerospace to fashion to technology.

Every day, the hardest people to reach in business have one appointment in common: They read the magazines that cover their industries.

They do it to arm themselves with knowledge of their companies, their competitors, and their allies. They do it to discover the developments that will shape their futures, and the players who might be partnered with.

Consider these findings from a 2005 PennWell Corporation survey:

- 78% of print and 75% of digital edition subscribers read three of four issues.
- 40 minutes is the average reading time.
- 70% of print and 84% of digital subscribers say the magazine helps their job performance.
- 70% of print and 64% of digital readers archive articles and ads for future reference.

What's more, they act on what they learn. From finding out more about products and services, to making business purchases over the Internet, fully 85% of executives take the next step with information they read in b-to-b magazines, according to a 2005 AdQ® study.

For this reason, magazines are the anchors of b-to-b media; they are the brands that executives trust, and they are the springboard to multi-media for content and advertising alike.

Primary source

By comparison, such media staples as newspapers, general business magazines and television business networks, never crack executives' top-four ranking as sources for information and purchasing decisions.

In 2001, Yankelovich and Harris Interactive found that 56% of executives saw b-to-b magazines as their top source, versus 30% for general business magazines and only 3% for TV or radio. Similarly, Forrester Research's 2005 study of b-to-b media found that more than 50% of executives view b-to-b magazines as effective vehicles for branding, versus only 38% for general business magazines.

Action Medium

Nearly 85% of executives act on what they read in b-to-b magazines.

ACTION TAKEN	% READERS TAKING ACTION
BOUGHT PRODUCTS ADVERTISED	22.7%
RECOMMENDED THE PURCHASE OF PRODUCTS ADVERTISED	5.6%
REFERRED AD/ARTICLE TO SOMEONE ELSE	46.0%
DISCUSSED AD/ARTICLE WITH SOMEONE ELSE	51.8%
REQUESTED ADDITIONAL INFORMATION	26.8%
VISITED AN ADVERTISER'S WEB SITE	41.1%
AVERAGE PERCENT OF RESPONDENTS TAKING ONE OF MORE ABOVE ACTIONS	84.7%

Source: AdQ® Studies Database, April 2005

**AMERICAN
BUSINESS MEDIA**

The Association of Business Media Companies

One in a series of "Case For" reports designed to help advertisers use business-to-business media most effectively.

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In 2004, the average cost of a personal sales call was \$324, whereas the average cost of reaching the same prospect with an ad in a b-to-b magazine was 24 cents.

Trusted voices

B-to-b magazine editors are allowed access to the highest levels of management in competing companies throughout an industry, and then are able to publish what they observe.

Only seasoned professionals can command such corner-office respect. More than 70% of chief editors are over the age of 40. Fully 60% have worked in publishing for more than 15 years, and 40% have been at it for more than 20 years.

They create stories that frame the industry's agenda, generate talk, and build community. For advertisers, that means repeat exposure among an audience verified by credible, independent organizations (BPA International and Audit Bureau of Circulations).

In 2003, 98-year-old *Variety* set a record for advertising from movie studios bucking for Oscar consideration. The reason: The 5,000-member Academy of Motion Picture Arts & Sciences is anonymous, so the only way to market effectively is through the media they respect.

Cover to cover

Magazine content is so important that executives will read a compelling ad wherever it is placed within the book. Readex Research studies show that, on average, 25% of executives read the front of a b-to-b magazine, while 24% read the back sections. On average, 24% of ads facing editorial are read, while 25% of

ads facing ads are read.

How an ad is presented has considerable impact on its ability to register with readers.

- **Color** doubles an ad's chances of being read. On average, 10% of executives read a black-and-white ad, while 21% read a color ad,

according to Reed Research Group.

- **Frequency** counts. According to Reed Research, advertisers with one-time schedules average 16% in name recall, while six-time advertisers enjoy 26% recall and 12-time advertisers are known by 52%.

For publishers and advertisers alike, b-to-b magazines provide an expandable base. The brand trust established and reinforced in the print publication is what allows online, face-to-face and custom extensions to garner audience.

Cost advantage

As business costs escalate and executives tolerate fewer in-person sales pitches, the value of magazines is increasing. In 2004, the average cost of a personal sales call was \$324, whereas the average cost of reaching the same prospect with an ad in a b-to-b magazine was 24 cents (source: Reed Research).

Because the price is lower in b-to-b than in general business magazines, b-to-b publications are natural vehicles for generating a significant rise in marketing performance.